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UNITED STATES DEPARTMENT OF AGRICULTURE

Office of Information

March 22, 1946.

FAMINE EMERGENCY CAMPAIGN

Following is an inventory of the principal informational materials issued and activities undertaken since the Famine Emergency Campaign was launched by President Truman February 6.

General Material Issued

FOOD FOR PEACE, a 3-page fact sheet on world food situation and plans for conservation program. Distributed to all national media and government agencies.

FOOD CONSERVATION FOR PEACE, Feb. 18, a 2-page fact sheet, revising earlier edition. Distributed to all national media and government agencies.

GARDEN AND CONSERVE, WFA 674, PA-4, a 2-page summary of Victory Garden Program information. Distributed to all national media, food industry and other advertisers, citizens organizations, and government agencies, including field distribution in OPA and USDA agencies.

FAMINE EMERGENCY CAMPAIGN, WFA 675, PA-5, Mar. 15, a 4-page, comprehensive outline of need for food and steps being taken to meet problems. Distributed to all national media, food industry and national advertisers, citizens organizations and government agencies, including field distribution in OPA and USDA agencies.

WORLD FOOD SITUATION--1946, a 200-page factual report with charts and table, February 10. Distributed to press and radio and public officials dealing with food, including USDA, FAO, War. Dept. UNRRA.

FACT SHEET ON POULTRY MEAT, a 2-page fact sheet, Mar. 15 Distributed to all national media and government agencies.

HOW TO SAVE, a fact sheet on conservation measures and nutrition. Distributed to USDA agencies, citizens organizations and national media outlets.

THEY NEED FOOD, a compilation of human interest stories about the need for food in war-torn countries. Distributed to USDA agencies and national media.

PHOTOSTATS of New York Times famine campaign stories have been sent to State and county managers.

USDA Press Releases: Issued to correspondents, national business and trade papers, commodity papers, farm papers, Extension Editors, PMA State directors (emergency food program managers).

STATEMENT BY THE PRESIDENT (copy of White House release), Feb. 6.

EMERGENCY ECONOMIC COMMITTEE FOR EUROPE REVIEWS SITUATION (State Department release), No. 86, Feb. 6.

AVERAGE CIVILIAN DIET HIGH DESPITE WAR, (USDA 251-46) Feb. 7.

WORLD FOOD PROBLEM HAS THREE CHIEF CAUSES, (USDA 277-46) Feb. 8. Release summarizing World Food Situation--1946.

THE NUTRITIONAL VALUE OF 80% FLOUR, (USDA 282-46) Feb. 8

WAYS TO BE THRIFTY WITH BREAD, (USDA 324-46) Feb. 14.

PRICE RELATIONSHIPS AS THEY AFFECT MARKETS FOR FOOD, (USDA 328-46) Feb. 15. Secretary Anderson's Des Moines address.

HOUSEWIVES ASKED NOT TO HOARD FLOUR--WARNED OF SPOILAGE DANGER, (USDA 332-46) Feb. 14.

DETAILS OF WHEAT CONSERVATION ORDER ANNOUNCED, (USDA 358-46) Feb. 15.

NEW U. S. FLOUR EXTRACTION RATE STILL LOWER THAN IN MOST OF WORLD, (USDA 361-46) Feb. 18.

ANDERSON ASKS REVISION OF 1946 GOALS, (USDA 397-46), Feb. 21.

AMENDED ORDER PROHIBITS USE OF GRAIN FOR INDUSTRIAL ALCOHOL, (USDA 424-46) Feb. 27.

ORDER RESTRICTS BREWERS' USE OF GRAINS (USDA 436-46), Feb. 28.

MEAT SET-ASIDE PROVISIONS ANNOUNCED, (USDA 449-46) Mar. 1.

PACIFIC COAST FEED MIXERS ALLOWED MORE GRAIN (USDA 474-46) Mar. 1.

USDA-OPA ANNOUNCE LIVESTOCK, GRAIN CHANGES TO CONSERVE GRAIN, (USDA 465-46) Mar. 2.

EXCESS WHEAT PROVISION OF WFO 144 AMENDED, (USDA 466-46) Mar. 1.

REPORT ON FIRST MEETING OF FAMINE EMERGENCY COMMITTEE (copy of White House release) (USDA 468-46) Mar. 4.

RESTRICTIONS ON WHEAT MILLFEEDS ANNOUNCED (USDA 484-46), Mar. 6.

USE SPUDS TO SPEED WHEAT SHIPMENTS (USDA 496-46), Mar. 7.

AMENDED WFO 144 ISSUED TODAY (USDA 501-46), Mar. 7.

LOWER RATE OF LIVESTOCK FEEDING URGED, (USDA 482-46), Mar. 8.

INDUSTRY REPRESENTATIVES DRAFT EMERGENCY FOOD CONSERVATION MEASURES, (USDA 504-46) Mar. 8.

ANDERSON ANNOUNCES STATE AND LOCAL EMERGENCY FOOD PROGRAM MANAGERS, (USDA 511-46 Mar. 8.

FAMINE EMERGENCY COMMITTEE RECOMMENDATIONS, (USDA 527-46), Mar. 11.

ANDERSON APPEALS FOR FARM MACHINERY PRODUCTION, (USDA 531-46), Mar. 12.

FAMINE EMERGENCY COMMITTEE URGES MORE VICTORY GARDENS, (USDA 533-46), Mar. 12.

PRESIDENT ASKS 125 CITIZENS TO SERVE ON NATIONAL FAMINE EMERGENCY COUNCIL (White House release), Mar. 12.

BEEF SET-ASIDE PERCENTAGE CHANGED (USDA 547-46), Mar. 14.

FOB SUPPORT PRICES ANNOUNCED FOR IRISH POTATOES (USDA 538-46), Mar. 14.

FOOD IMPORT RESTRICTIONS EASED, (USDA 537-46), Mar. 14.

ALFRED D. STEDMAN TO ASSIST FEC CHAIRMAN, (USDA 551-46), Mar. 15.

JANUARY-MARCH FOOD DISTRIBUTION, (USDA 599-46), Mar. 15.

SUPPORT AND CEILING PRICE PROGRAM ON 1946-CROP DRY BEANS, (USDA 563-46), Mar. 15.

WALTER E. STRAUB NAMED EMERGENCY FOOD PROGRAM DIRECTOR, (USDA 582-46), Mar. 19.

ANDERSON LETTER TO GOVERNORS, (USDA 567-46), Mar. 15.

REPORT ON FOOD PRODUCTION IN FAMINE COUNTRIES, (USDA 588-46), Mar. 19.

Other Press Activities

AP, UP, INS agreed to have foreign correspondents send in stories on famine conditions abroad.

WESTERN NEWSPAPER UNION: Given a page layout of stories and pictures on famine campaign.

EDITOR & PUBLISHER: Given list of ideas for newspaper promotion of food program.

FOOD TRADE PRESS: Material on food program mailed to these publications.

CLIP SHEET: Food material supplied by Eugene Meyer to about 400 daily newspapers.

NEGRO PRESS: Material sent to principal Negro papers.

Groups Contacted

FOOD INDUSTRY: See press releases.

ADVERTISING COUNCIL: In cooperation with USDA, Council (organization of advertisers and ad agencies,) has prepared letter (which also enclosed a letter by Herbert Hoover) for national advertisers' campaign guide containing suggested advertisements as well as ideas for advertising and sales promotions--all aimed at promoting food conservation. The Council has also prepared a fact sheet for radio allocations.

METRO and MEYER BOTH, advertising services: Provided with copy and photographs that can be incorporated in their advertising layouts.

STATE GOVERNORS: Telegrams sent to them urging gardening and food preservation. Letter sent from Secretary Anderson outlining food needs and necessity for conservation.

CITIZENS ORGANIZATIONS: Letter outlining famine emergency campaign sent to heads of about 1,100 organizations, enclosing fact sheets. Personal contacts have been made with many of the principal organizations

"VETERANS and WIVES": A new national organization has agreed to distribute literature and is putting an article into its publication.

JEWISH WELFARE BOARD: Has agreed to distribute material through its information centers in many cities.

NUTRITION COMMITTEES: Nutrition Letter provided information on food program for State and county Nutrition Committees. "Food Makes a Difference" also provided committees with information to be supplied to women broadcasters.

NATIONAL CATHOLIC WELFARE CONFERENCE: Will reprint Washington Post cartoon "Bread upon the Waters" in a pamphlet for distribution to half a million people.

KIWANIS: Article on food program has been supplied for Kiwanis Magazine for its May issue.

AWVS: Plans being worked out with the American Women's Voluntary Service for setting up information centers throughout the country.

Magazines

PERSONAL CONTACT: Editors and food editors of about 60 magazines supplied with pictures and materials.

CONSUMERS GUIDE: Prepared for publication in April and May issues articles on Famine Emergency Campaign.

COUNTRY GENTLEMAN: Article to be published in May issue on world food crisis.

SCIENCE ILLUSTRATED, a new McGraw-Hill publication: Material, including photographs, supplied to correspondent for article on scientific phases of food conservation.

DEMOCRATIC DIGEST: Article and illustrations, on food problem and conservation program supplied for early publication.

INSTITUTIONS, a hotel and restaurant publication: Printed a message from Secretary Anderson.

USDA, periodical for all USDA employees: Carried article on food program.

EXTENSION SERVICE REVIEW: Carried article on Famine Emergency Campaign.

FOR MAGAZINE FOOD EDITORS: A confidential information service to food editors of magazines: Background information on food need and program supplied editors.

REA NEWS: Cover on April issue is being devoted to food program. May issue will have an article.

WIRES: Sent to selected magazines urging gardens and food preservation.

Movies

NEWSREELS have been made for showing in theaters throughout the country, including following: (a) Secretary Anderson, (b) President Truman and Secretary Anderson with loaves of new bread, (c) President Truman, Herbert Hoover and Secretary Anderson at the first meeting of the Famine Emergency Committee, (d) Herbert Hoover leaving for Europe.

Radio Activities

RADIO ALLOCATIONS arranged for April, May, and June, through OWMR and Advertising Council, special assignments starting immediately.

KAY KYSER: Arrangements made, following Kyser's offer, for promoting food program on his Wednesday evening radio broadcast.

WOMEN'S PROGRAM DIRECTORS: Sent telegram suggesting special promotion ideas to be carried out by their group.

RADIO SPOTS prepared for issuance to stations through National Association of Broadcasters.

Radio--The American Farmer over ABC -- 78 stations. Scripts also go to Extension Editors, USDA field Employees.

FOOD AND FEED SUPPLIES, Feb. 2.

NEW STYLE BREAD AND NUTRITION, Feb. 9.

FOOD REPORTS, Feb. 16.

1946 GOALS RAISED, Feb. 23.

REPORT ON AGRICULTURAL PRICES, Mar. 2.

Radio--National Fam and Home Hour over NBC -- 106 stations. Scripts also go to Extension Editors. USDA field people.

WORLD FOOD CRISIS, Feb. 9.

BREAD CONSERVATION NOTES, Feb. 9.

SIGNALS CHANGE ON WHEAT--THE NEW-FANGLED BREAD, Feb. 16.

WHY THE FOOD CRISIS, Feb. 23.

EAT LESS TO SAVE LIVES; VICTORY GARDENS, Mar. 2.

Radio -- Consumer Time over NBC -- 60 stations. Scripts also go to Extension Editors, Women's Organizations.

BREAD FOR THE HUNGRY, Feb. 9.

UNRRA OVERSEAS, Feb. 23.

Radio -- Good Eating -- Carried on UP wire to about 600 stations

EGG ASSETS, Feb. 12.

TURKEY REVIEW, Feb. 20.

MAIL ORDER NUTRITION, Feb. 21.

PRUNE STUFFING, Feb. 23.

EGGS MAKE THE GRADE, Feb. 27.

CONSERVE! CONSERVE! CONSERVE! Feb. 28.

FAO AND CHILDREN, Mar. 7.

ELEMENTARY EGG LESSON, Mar. 9.

BREADBOX REVIEW, Mar. 12.

EGG IDEAS, Mar. 13.

TURKEY OPPORTUNITY, Mar. 16.

SPRINGTIME VEGETABLE PLATES, Mar. 18.

FAT SALVAGE ADVICE, Mar. 20.

GROWING GAINS, Mar. 21.

READY MADE FOOD PLAN, Mar. 22.

Radio Continued

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Radio -- Transcriptions to 350 stations.

FAO AND AMERICAN FARMERS (Timely Farm Topics No. 55a), Feb. 28.

HOME GARDENS NEEDED AGAIN (Timely Farm Topics No. 56b), Mar. 7.

WHY AND WHEREFOR OF THE FOOD CRISIS (Recorded for Mississippi Valley Network use on Feb. 16). John Baker.

LIFTING CEILINGS ON CERTAIN GRAINS (Mar. 5). William McArthur.

MORE GARDENS AND BETTER GARDENS (Recorded for Mississippi Valley Network Mar. 12). Paul C. Stark.

Radio -- Homemaker Chats -- to 400 stations, Extension Editors.

FOOD FOR THE HUNGRY PEOPLE, 3/7/46.

ENRICHED -- RESTORED -- FORTIFIED, 2/27/46.

WEEVILS IN THE FLOUR, 2/21/46.

BREAD ALONE, 2/20/46.

THE NEW BREAD, 2/12/46.

Radio -- Farm Flashes -- to 350 stations through Extension Editors.

AGAIN -- WE NEED MORE GARDENS

NEW GOAL FOR SOYBEANS, C-346.

SAVE SKIN TO SAVE POTATOES, B-946.

Radio -- Special Broadcasts

THE NEW BREAD NOTES, Feb. 8. Interview by Dr. Hazel K. Stiebeling on NBC.

AMERICAN FOOD FORECAST, Feb. 8. Interview with Dr. D. A. Fitzgerald on ABC.

EMERGENCY FOOD PROGRAM (USDA 513-46) Mar. 8. Interview with Secretary Andersen on ABC.

WORLD FAMINE, Mar. 15. Address by Herbert Hoover on NBC

WORLD FAMINE, Mar. 17. Address by Herbert Hoover and Clare Booth Luce on ABC.

ROUNDTABLE DISCUSSION: Senator Homer Ferguson, with Mr. Stedman and Mr. Motz of OFAR in special half-hour broadcast over WJR, Detroit, Mar. 17.

Letter issued weekly by USDA for Radio Farm Directors, also Extension Editors

- Feb. 13: (a) World Food Problem, (b) Pork and Lard Set-Asides, (c) More Restrictions on Grain for Alcohol.
- Feb. 20: (a) Re-Examination of Government Food Programs, (b) Livestock and Feed "Reconversion," (c) Soybean Needs, (d) Pork Set-Aside increased, (e) New U. S. Flour Extraction Rate Still Relatively Low.
- Feb. 27: (a) Goals Increase for 1946, (b) Home Gardens in 1946, (c) More "Why" on Food Changes, (d) Steps on Feed Problem.
- Mar. 1: (a) Garden Plans Take Shape, (b) Steps to Conserve Food.
- Mar. 8: (a) Progress on Famine Front, (b) They'll Garden again in 1946.
- Mar. 15: (a) The week on the Famine Front, (b) In the Victory Garden

Radio Roundup -- A USDA Weekly Service for Directors of Women's Radio Programs, trade home economists, Extension Editors.

- Mar. 8: (a) Help Fight Famine, (b) More about Bread Conservation, (c) Sharing our Cooking oils, (d) Facts about Fats, (e) Background on Bread, (f) Let's Get Going on Gardens.

Weekly Letter to Farm Paper Editors -- Some Extension Editors

- Feb. 11: (a) Late 1945 Food Consumption Levels, (b) Nutritional Values of Certain Grains, (c) By-Product Feed Exports Very Small, (d) Wheat Feeding Indications.
- Mar. 4: (a) This Food Crisis Abroad, (b) The Rise in Rice Significance, (c) Milk & Meat Matters, (d) Agricultural Foreign Service Aids on World Food Survey, (e) Twice as Much Certified Seed Wheat Ready for 1946 Crop.
- Mar. 11: (a) FAO World Balance Sheet, (b) Government Back in Dressed Poultry Market, (c) Better Livestock Projects Theme for 1946, (d) Food and Feed adjustments Under Way, (e) Meat Conservation on Home Front, (f) Commodity Comments.

PMA Field Service Informational Materials: State PMA Directors.

- Feb. 4: (a) World Food Situation Grave (b) New Pork Set-Aside, (c) Radio Supplement.
- Feb. 8: (a) Truman Calls on U.S. to Help Feed Europe, (b) Wheat Conservation in World War I, (c) U.S. Potatoes are Reaching Hungry Europe, (d) Radio Supplement.
- Feb. 15: (a) Weather Is Big Question Mark, (b) U. S. May Eat Better in 1946 than 1945, (c) Grain for Alcohol Cut.

PMA Field Service Continued

- Feb. 27: (a) Why New Production Goals, (b) The World Needs More Food, (c) The Feed-Livestock Program, (d) Government Actions, (e) Transportation Difficulties, (f) Radio Supplement.
- Mar. 4: (a) Farm Groups Will Head Up Food Program, (b) New Grain-Conservation Measures, (c) USDA Announces Livestock, Grain Changes, (d) Meat Set-Asides Announced, (e) Radio Supplement.
- Mar. 8: (a) Poultry Price Supports Announced, (b) How Consumers can Help, (c) Use of Wheat Mill Feeds Restricted, (d) Support Prices on Dry Peas Announced, (e) Urgent Food Needs in India; Ceylon, (f) Potato Ceilings Continue Suspended, (g) Spring Pasture Improvement Practices Help Beat the Feed Pinch.
- Mar. 8: Memorandum to State PMA Directors designating emergency food program managers.
- Mar. 11: (a) County AAA Chairmen Named Emergency Food Managers, (b) Smallest World Wheat Crop Since 1929, (c) World Hog Numbers go Down, (d) Radio Supplement.
- Mar. 15: (a) Share to Save, (b) European Famine Facts, (c) Human Interest Notes, (d) Wheat Roundup, (e) What We Can Do.

Extension Extension: State Extension Offices

- Jan. 30 Memo to Directors: (a) Home Garden Program for 1946, (b) White House Garden Press Release, (c) Truman Message to National Garden Institute, (d) Secretary Adnerson memo on National Conference on Gardening, (e) Department Committee on Home Gardening (Memo No. 1150), (f) Truman telegram Assembling famine committee.
- Feb. 8:- Memo to Directors: (a) World Food Crisis.
- Feb. 12 - Memo to Extension Editors: (a) World Food Crisis, (b) Copy of address by M. L. Wilson.
- Feb. 21 - Memo to Directors: (a) Feed Grain Situation Being Studied (b) National Garden Conference, (c) President Urges Continued Home Gardening, (d) More Fat--- More Soap.

Food and Home Notes, prepared for women's pages in newspapers. Also distributed to State Extension directors and Editors, Home Management Specialists.

SPECIAL BREAD ISSUE (USDA 337-46): (a) Bread Review, (b) Staff of Life Values, (c) Crust Conservation, (d) Foreign Flours, (e) Eating Outlook.

Mar. 20: (a) April Plenty, (b) Add Oatmeal, Subtract Wheat.

Food Information Calendar: Distributed to USDA information offices and information people in other agencies.

No. 149, Feb. 8: (a) The War Against Starvation.

No. 150, Feb. 15: (a) The War Against Starvation, (b) The World Food Situation, (c) Advertisers and the Food Crisis, (d) Summary of Food Program, (e) Eat More Poultry, (f) Plentiful Foods, (g) An Egg Fact Sheet.

No. 151, Feb. 22: (a) Action in the Food Crisis, (b) UNO Food Resolution.

No. 152, Mar. 1: (a) Appeal to 1946 Gardeners, (b) Important Food Actions,

No. 153, Mar. 8: (a) The War Against Starvation, (b) Garden News, (c) Plentiful Foods for April.

No. 154, Mar. 15: (a) Food Subsidies, (b) Help a Little and Save a Lot, (c) Two Fact Sheets -- one goal, (d) "Garden and Conserve to Save what We've Won," (e) "Famine Emergency Campaign."

Meetings

FOOD INDUSTRY: Meetings have been held with bakers and millers; representatives of hotels, restaurants, and other public eating places; food processors and distributors; retail store representatives.

GARDEN LEADERS: A National Garden Conference has been called for March 26-28.

MINISTERS: Need for food conservation was outlined to a meeting of church leaders held at USDA.